

RFP CCFC 6959, Diversity and Equity
Pre proposal Conference Questions/Answers
June 15, 2004

Administrative Information

General Information

As noted on page 3 of the RFP, the California Children and Families Commission (CCFC) is also known as First 5 California.

Standard Contract Language is approved by the Department of General Services and is required language that is carried in all First 5 California CCFC's contracts; and is approved by the Department of General Services. This language is not negotiable. This language and will not be replaced with any other language from a bidder. (See RFP, Contract Sample).

Upon proposal opening, all documents submitted in response to the RFP will become the property of the State of California, and will be regarded as public record. Any one (individual/firm or otherwise) who would like to examine the proposals, can do so by making an appointment with First 5 California CCFC. (See RFP, Disposition of Proposals, page 16).

Preference Programs – These programs are incentive programs through the Department of General Services and are designed to benefit various agencies/organizations. These programs may not be applicable to this RFP. (See RFP, Preference Programs, page 17).

Proposer References – References can include past and/or current clients that state they can attest to services that are or have been provided or are being provided by the prospective bidder. These references can include federal and state agencies. (See RFP, Attachment 4, page 22).

Disabled Veteran Business Enterprise (DVBE):

Also refer to the **Frequently Asked Questions** handout.

DVBE Resource Packet: Check the web site at www.pd.dgs.ca.gov/dvbe/default.htm and review the resource packet which will take you through step-by-step on how to do meet the requirements of the DVBE program. This packet provides you with names of trade and focus papers

available, and a sample of how to put an ad together. (See RFP, Required Attachments, page 17).

The Department of General Services, Procurement Division has a DVBE listing on their web site at www.pd.dgs.ca.gov (same web site as above). The listing is has well over 600 DVBE participants and is categorized by service category and type.

DVBEDBVE Participation:

- If you use In order to demonstrate a good faith effort, prospective bidders must usecomply with the following there are five steps under the program.
 - Contact with First 5 CaliforniaCCFC to identify DVBE...First 5 CaliforniaCCFC will refer to Procurement Division web site.
 - Contact with state and federal agencies, and with local DVBE organizations
 - *Advertisements published in trade papers and focus papers on DVBE
 - *Invitations to bid Solicitations
 - Available DVBEs are considered

***The ad that is placed in the trade and focus papers is separate from the solicitation process.** Once you place your ad, you should receive phone calls, contacts, etc. **You need to solicit to the firms that contacted you and inform them of the services you want them to provide.** You should send a letter to the interested firm(s) and ask them if they can do business with your agency. Their response will provide documentation that states --Yes I can do business with your agency, No I cannot do business with your agency.

Your proposal package should include your ad, your solicitation, and their response.

A trade paper is one that relates to the trade or industry, what kind of work are you doing, what services are you asking for, typically construction. A focus paper focuses on DVBE; it targets DVBEs. When you advertise in a focus paper you are looking for a DVBE to do the work, ie printing.

- If you hire a DVBE and commit to using a 3% you are done. You do not have to advertise. You will complete the document by stating the DVBE you will use, the services that will be provided, and the percentage of money that the DVBE will be receiving for services performed. It must be three percent or greater. (See Frequently Asked Questions, #3)
- If you find that one vendor cannot perform all the services and can only do a percentage of the work, do not stop there-- look for others. You can

provide several DVBE vendors. It does not have to be 3% to one vendor. The 3% can be a make-up of several vendors.

- If after advertising in the trade and focus papers, soliciting, and calling DVBE organizations, you cannot find any DVBE organization to do the work, you must document. Documentation includes all the steps that were taken in seeking a DVBE participant; you must provide a copy of note the ads that were placed, who you talked to, solicitations made, letters sent to DVBE organizations asking them to work with your agency, and their responses back to you as to why they could not do the work. This shows First 5 California CCFC that you made a good faith effort. So, even if you did not meet the 3% in all your effort, you still made a good faith effort and it is still money that goes toward the program. (See Frequently Asked Questions, #3)

When you go into the package, you will find a Standard 840 form. A check list is on the back of this form. If you follow the check list chances are that you will not miss any documents that should be submitted to First 5 California CCFC.

Questions/Answers

1. Q. What is the nature of this contract...Diversity...early childhood, school readiness? Are these organizations under this.... Are they meaningful for this kind of work? Or are we looking at this from a stand of technical stuff? It does not make any sense to me when I see the requirement and this contract does not seem to be geared to what disabled veteran is about, so what kind of things would you be looking for?
A. Good Question, How do you advertise and get help when you are looking for someone to do product of the mind.? It is very difficult to do. You must become creative. You need to determine what services will be involved: ...will there be printing services, ; will you need to buy certain supplies,... if so, a supplier of products will be needed;, will you seek mail out services services, typing services, or computer work services? ...yYou can break down the work you are doing for us and put it out to a DVBE firm; . Even consulting and research. ...there There are some excellent firms out there.

Program Information

Background

2. Q. Diversity Committee—could you explain what's the current status of that committee, it's current role, responsibilities, possible activities? I know there is a component that calls for the contractor to advise.
A. The Advisory Committee on Diversity last met in April 2003 and it is not currently scheduled to meet again. The Advisory Committee was

charged with producing the Principles on Equity and completed that task. The next step was try to find ways to encourage implementation statewide on of the Principles on Equity. A future role has not yet been determined; the Diversity Contractor will make recommendations to the State Commission on future activities (if any) of the Advisory Committee on Diversity. (See RFP, Background and Product Deliverables I-C)

Q1. Help me to understand--a years hiatus--have they (Diversity Committee) been put on hold, pending blank activity, and they are aware of that-- they've been waiting for this to happen, the next step if you will.

A1. Yes. Prior to this past year they met two-to-four times a year during the three years that they were active. The list of committee members and minutes are on our web site at <http://www.cafc.ca.gov/advisorycommittee.htm>www.cafc.ca.gov . The minutes include issues that were tackled, discussions, etc.

Q2. So, it may be a correct assumption to say that those who were on board for that process are still on the list, if you will?

A2. Yes. A couple of individuals have resigned and we had a recent resignation.

Problem Statement

3. Q. Under the Problem Statement where you talk about "For purposes of this RFP" the definition of diversity, so you are looking at this from the point of view of the child's diversity, not the family's diversity, or the parents' diversity? For instance, you do not mention sexual orientation. So are you looking at diversity from the child's point of view from the perspective of the child?

A. The Principles on Equity also defines "diversity" to be inclusive of communities who have been historically and/or who are currently underserved. Thus this definition is inclusive of families of different formations.

Description of Services (Scope of Work)

4. Q. If you want to substantially change a deadline, not later but move it up, would that be considered an alteration?

A. No, as long as you meet the due date.

5. Q. Service Deliverables. Last time out when we asked to quantify the as needed consultation which is essentially the services deliverables plus the additional requirements, the response was -- no more than .5 FTE (Full Time Equivalent) over the course of the contract. Is that still the same estimate?

A. Yes.

6. Q. We have this product deliverables--there is no restriction about the methodologies used? Data, number of sites visited, are there any restrictions?
- A. Your proposal should outline how you plan to meet the requirements of the deliverables. There is no restriction on methodologies. You will have access to the 2002/03 statewide evaluation data when the contract is awarded, and the 2003/04 data by January 2005. . . . If you plan to use additional data sources, they must be approved by First 5 California's Research and Evaluation Division and you should budget any expenses related to obtaining and/or analyzing that data.
- Q1. Do we have access to that data?
- A1. Yes, currently the 2002-03 data is available as stated in the RFP, Description of Services, Product Deliverables, 1A. The 2003-04 will be available by January 2005.
- Q2. The last time out it was going to be at some point where the service part would be disaggregated, is it now that way?-- where we can see whose actually being served by Prop 10 dollars- whether they're at the school readiness programs that the State First 5 funds itself, or the county commissions put on the street. Is that the level of richness that we have in the data that is available for 2002-03, and that will be available for 2003-04... who actually gets the services disaggregated by race and all the other dimensions and diversity?....not just what the regions look like but actually who is being served by the Proposition 10 dollars? Disaggregated?
- A2. The data can be disaggregated by demographic variables which includes race/ethnicity, language, socioeconomic, etc. The data can also be disaggregated by fiscal variables (School Readiness funding, County First 5 Funds, State First 5 funds) along with geographical variables.
- Q3. (Clarification) I propose a method of something, I would need to see what variables I am working with and also to be able to know if I need to be concise for additional information in preparing the proposal.?
- A3. To identify the variables available in the data sets, please review the Proposition 10 Evaluation Data System (PEDS) website which provides detailed information on the data variables and PEDS. The PEDS web site is :
<http://www.prop10evaluation.com/docs/TheEvaluation/PEDSDatacollectiontools/Home.asp?documenttypeid=478>.
7. Q. The evaluation contractor and the data they are producing is very skewed toward urban areas and one of the issues has been with that data is that it does, not in very good quality data, break out populations that

tend to be in more rural areas; for instance, the Native American population. How are you going to deal with that?

A. In 2002-2003 we began the implementation of the statewide evaluation process. During the implementation year, it was expected that counties would be not be able to collect and report all requested information and that the data would be somewhat limited. Fortunately, the response rate was much higher than anticipated and we have fairly good data sets. The 2003/04 data set will be more complete and will be available by January 2005. Because it is a statewide evaluation, we may not have valid data on groups where the group size is very small. Individual counties should have information available on these populations as a result of their local assessments and evaluations.

Q1. But then that means that, potentially, we would be acquiring primary data? We may have to supplement that data set in our work.

A2. If, after analyzing what is available from the statewide evaluation (Annual Report Document, PEDS, and the Evaluation web site), you determine you will need additional data in order to complete the deliverables, that would be included as part of your proposal. Your proposal will outline how you will meet the requirements of the Scope of Work and deliverables.

8. Q. With respect to the data, have you mentioned if we acquire our own data, we need to let you know, show you that data -- if it involves some quantitative, qualitative data for recommendations purposes. Does that need to be reported to you in some way? Or how best should that be done?

A. Yes. If you already own specific data or published articles before entering this agreement, verify that information in your proposal. However, if you acquire quantitative, qualitative data for research under this agreement, the data must be reported to First 5 California; because it was acquired for the deliverable under this RFP, and becomes the property of First 5 California. Please see the attachments that address data ownership and copyright agreements.

A. You will use the data that CCFC provides through our evaluation process. This data is will be enough. If you plan to use additional data, other than the data that we provide to you, CCFC needs to see that data before it is used. If you plan to provide your own data, you will need to budget for that.

Q1. Do we have access to that data?

A1. Yes, currently the 2002-03 data is available as stated in the RFP, Description of Services, Product Deliverables, 1A. The 2003-04 will be available by December 2004.

Q2. The last time out it was going to be at some point where the service part would be disaggregated, is it now that way?-- where we can see whose actually being served by Prop 10 dollars- whether their at the school readiness programs that the State First 5 funds itself, or the county commissions put on the street. Is that the level of richness that we have in the data that is available for 2002-03, and that will be available for 2003-04... who actually gets the services disaggregated by race and all the other dimensions and diversity?....not just what the regions look like but actually who is being served by the Proposition 10 dollars?
Disaggregated?

A2. The system is designed to provide that information.... in an aggregated form, and disaggregated by certain variables like race, ethnicity, etc. The data for the annual report in an aggregated format is on the web, the actual data that you will be getting if you win the contract will be provided to you.

Q3. I propose a method of something, I would need to see what variables I am working with and also to be able to know if I need to be concise for additional information in preparing the proposal?

A3. For interest in what variables are available in the data sets, CCFC will provide you with Proposition 10 Evaluation Data System (PEDS) site which is basically an overview of how all the data is collected through the PEDS system. The PEDS web site is located at <http://www.prop10evaluation.com/docs/TheEvaluation/PEDSDatacollectiontools/Home.asp?documenttypeld=478>.

Essentially, when we dump that data for your analysis you will be looking at those. Everything that you will need is in the PEDS site; income, ethnicity, language spoken, etc. You will not have to do your own research. What you should be concerned with primarily is the methodology approach. That will be your responsibility.

7. Q. The evaluation contractor and the data they are producing is very skewed toward urban areas and one of the issues has been with that data is that it does, not in very good quality data, break out populations that tend to be in more rural areas; for instance, the Native American population. How are you going to deal with that?

A. The 2002-2003 data is available now and that data has been less than robust because the data systems been just coming up and those counties that have been participating have been fewer than the anticipated data you will be using later on. So, what we can say is that you will have more robust data to deal with; and, what you are reflecting is the way the data is right now. We are assuming it is going to be better and richer data set to work with. However, you might also take that under consideration in your methodology.

Q1. But then that means that, potentially, we would be acquiring primary data? We may have to supplement that data set in our work.

A2. You will be using the data from the evaluation contractor and the new data that will be coming out in 2003-2004 which is richer, better data. Yes, you will be using that as well.

8. Q. With respect to the data, have you mentioned if we acquire our own data, we need to let you know, show you that data -- if it involves some quantitative, qualitative data for recommendations purposes. Does that need to be reported to you in some way? Or how best should that be done?

A. If you include the information in this package and you have to use it to do the product for us, then CCFC owns that data because it is part of our product. Analysis of data is our product; you are producing data as part of the analysis, your are reflecting data for CCFC and analyzing it and giving it back to CCFC; that is our product.

Minimum Qualifications

9. Q. Sample work. Would that be an attachment or is that part of the actual...the written work sample...it would not be an attachment? Does it need to be a part of the check list?

A. The sample work will be part of your proposal. It could be an attachment as long as it is clearly labeled as to where it is so that we will be able to find it and evaluate it. You do not have to list it on the check list.

Oral Presentation

10. Q. If you were to get to this phase (oral presentation) is there any preference to what day you are scheduled?

A. We will make phone calls to schedule the oral presentations. During the scheduling you can let us know if you cannot make the specified day and/or time. **We will try to accommodate.**

11. Q. This was not included in the initial RFP (oral presentation), is there a reason why this was added...more for assessment purposes?

A. Yes. The oral presentation was added for more assessment purposes.....this is not a contract to build a building. There are a lot of intangibles. We wanted to have an opportunity to ask questions...to find out how you would approach some of the deliverables, create partnerships, and who you believe the key partners would be, etc.

Q1. Do you know, in general, who you would be making presentations to...would it be you all or others?

A1. It would be the evaluation team, the same team that will be evaluating the written proposals. We anticipate that there will be two State

Commission individuals and two outside individuals who we consider to be experts in this area.

Q2. If you want to do PowerPoint,do you need to bring your stuff in or do you provide that...PowerPoint, overhead, laptop (for the oral presentation).

A. In the pre-bid conference staff stated that First 5 California couldYes, we can provide PowerPoint, and/or an overhead projector. We will make sure to ask questions when we call to schedule you for the presentation. We should be able to set up the presentations as soon as we do the pass/fail, minimum qualifications section.

However, we since learned that this type of equipment may not be available. Therefore it is best if proposers make arrangements to provide any equipment for their oral presentations.

Q3. So it is not just the final list, it is everybody who meets the pass/fail?

A3. Yes.

12. Q. On page 19, #10 where you have the proposer's name, is that the same person that has to present?

A. No. We would expect the primary contractor and any subcontractors that the primary would want to bring along would present. It does not have to be one person. It could be your team.

Cost

13. Q. They (lowest bid) gets seventy 70 (points) and every one else gets a pro rate? (cost formula).

A. Yes. The lowest price bid of the responsive proposals will receive 70 points. Everyone else will get a fraction of that. In order to be considered responsive, a proposal must receive at least 128 points (80%) of the possible 160 points for everything excluding cost. If a bidder goes through the evaluation process and does the oral and gets a score of less than 128 points, that proposal will be considered non-responsive. Your proposal will not move to the Cost section.

Q. Is it conceivable that if you were to have the unfortunate position of being the highest bid that you could still actually be competitive based on this 70 points?

A. Yes.

Q1. So according to this, if you have the highest bid that would penalize you no more than 30% of the total?

A1. Yes. Lets say that you have a perfect score in every thing else, your proposal, and your oral; and you have a total of 160 points. If you only end up with 30%40 points on the cost, you are at 200 points. So the

highest cost bid could potentially win, and the lowest bidder could have not a high lower quality proposal and still win/lose. Keep in mind, however, that if a lower quality proposal scores the minimum 128 points excluding cost, and the full 70 points on the cost portion, that low bidder could win

Q2. Do you have any range in mind?

A2. No. There is no cost limit.

Q3. So, in your experience what is the customary cost of this?

A3. We have never contracted out for done this before. This is a new service.

Written Questions/Answers

14. Q. With exception of timing, are service deliverables and product deliverables essentially the same as in the previously released RFP?

A. Yes. However, more information is provided in this RFP for clarification.

15. Q. In regards to points assigned in new evaluation process, can the proposed contractor meet the numerical baseline cut off if the firm happens to be the highest bid?

A. Yes.

16. Q. Will the chosen contractor be allowed to publish articles or book chapters using data collected as part of this task? (What happens if...from a researchers perspective, I collect data and I want to publish that research... do you know, is that acceptable to you... is that feasible? Will I be allowed to publish the data?)

A. Yes, as long as permission is received from First 5 California prior to publishing. Refer to the revised language in the "Sample Agreement", page 37, Exhibit E, 6. Pre-Approvals, E, the last sentence- "Similarly, articles for publication associated with this agreement must be submitted to the CCFC."

General Questions/Answers

17. Q. Why was this RFP reissued; did you not have previous bidders that meet minimum requirements or are there other reasons?

A. First 5 California/CCFC realized that there was a lot of clarification that was needed in the first process. We also wanted to add the oral presentation to meet the responsive proposers.

Q1. How long after the last bidders conference---How long had you gone into the process? Will those be public?

A1. The last bidders conference was about two months ago. We received bids, but the RFP process was never completed. Therefore, these bids will remain confidential and are not for public review.

18. Q. Are you expecting that the chosen contractor will establish a worksite in Sacramento.

A. No. First 5 CaliforniaCCFC will ask where the services will be performed. (See RFP, Contract Sample Agreement, Exhibit A, Scope of Work, #2).

19. Q. How much do you want to be involved in the work that we do?...in person meetings, conference calls,...?

A. There is not a quantitative answer. However, as you collect your information,CCFC will be involved in asking you to participate. You will be putting information in your work plan in of your proposal on how you would approach having conversations with the counties. As you collect your information, we would want to participate in some things , particularly in discussions of recommendations you are contemplating, but not others.

20. Q. Could I have a list of attendees?

A. You will get a copy of the attendees list today before leaving. Also it will be posted on our website.

21. Q. About the clearance of the publication. The publication is a concern. Would that be written in the contract or is that just a regular...I don't know if that is already in the contract.

A. The language is in the contract. We do not discourage publication, however, First 5 CaliforniaCCFC reserves the right to reviewlook at it. (See RFP, Contract Sample Agreement, Exhibit E, Additional Provisions, Copyrights and Ownership of ProductsPre-Approvals, E, page 37). (Refer to #16 aboveon page 8)

Q1. Section 2 in Exhibit E, it talks about data but not publications.

A1. See RFP, Exhibit E, #3, Release of Products.

Q2. But is that different? I can give you a deliverable, information, my analysis, my recommendations, but I can use those data, and massage them, or whatever, transform them, and submit a publication...

A2.

